

**LISTING OF CLAIMS:**

1. (Withdrawn) A POS system comprising:

advertising information input control means for receiving advertising information;

billing amount calculating means for calculating a billing amount based on the advertising information received by said advertising information input control means;

payment confirming means for detecting if payment of said billing amount has been completed;

advertising information storing control means for storing said advertising information; and

advertising information sending means for sending said advertising information to a printing device.

2. (Withdrawn) A POS system according to Claim 1, further comprising:

an image input means for reading an image;

and said advertising information input control means receiving an image read by said image input means, as at least part of the advertising information.

3. (Withdrawn) A POS system according to Claim 1, further comprising:

size input control means for specifying a size of an advertisement containing said advertising information;

and the billing amount calculating means being responsive to the size input control means for calculating the billing amount based on the specified size.

4. (Withdrawn) A POS system according to Claim 1, comprising a disk drive that stores image files and the advertising information input control means receiving the image files as advertising information from the disk drive.

5. (Withdrawn) A POS system according to Claim 4, wherein said disk drive comprises a floppy disk drive.

6. (Withdrawn) A POS system according to Claim 1, comprising a multi-color printer that receives the advertising information from the advertising information sending means and prints the advertising information in at least two colors.

7. (Withdrawn) A POS system according to Claim 1, further comprising:

check-out information input control means for receiving check-out information;

storing means for storing the advertising information;

advertising information retrieving means for retrieving advertising information stored in the storing means;

printing data generating means for synthesizing the check-out information received by the check-out information input control means with the advertising information retrieved by the advertising information retrieving means, and for generating printing data to be printed as a receipt; and

printing control means for printing the generated printing data according to a predetermined format.

8. (Withdrawn) A POS system according to Claim 7, comprising size input control means for specifying a size of an advertisement containing said advertising information and wherein the printing data generating means generates said printing data based on said specified size.

9. (Withdrawn) A POS system according to Claim 7, wherein said check-out information input control means receives customer information;

and wherein said advertising information retrieving means includes selecting means for retrieving one advertising information item from a plurality of advertising information items stored in the storing device, based on the customer information received by the check-out information input control means.

10. (Withdrawn) A POS system according to Claim 9, including means for inputting to the check-out information input control means at least one of a customer's age group and gender as the customer information.

11. (Withdrawn) A POS system according to Claim 1, wherein said advertising information includes a period for running an advertisement.

12. (Withdrawn) A POS system according to Claim 1, wherein said advertising information includes characteristics of an advertisement recipient, said characteristics including at least one of gender, age, and occupation.

13. (Withdrawn) A POS system according to Claim 1, wherein said advertising information includes a printing size of an advertisement.

14. (Withdrawn) A POS system according to Claim 1, wherein said billing amount calculating means calculates a billing amount based on advertising information including at least one of a period for running an advertisement, a printing size of an advertisement, and one of an advertisement recipient's gender, age, and occupation.

15. (Withdrawn) A POS system according to Claim 1, further comprising:

an input device;

a display device; and

a storage device; and

wherein said display device displays an advertisement in a size that is the same as a printing size of said advertisement.

16. (Withdrawn) A POS system comprising :

an advertising information input controller that receives advertising information;

a billing amount calculator that calculates a billing amount based on the advertising information received by said advertising information input controller;

a payment confirming unit that detects if payment of said billing amount has been completed;

an advertising information storing controller that stores said advertising information; and

an advertising information sending unit that sends said advertising information to a printing device.

17. (Withdrawn) A POS system according to Claim 16, further comprising:  
an image input device that reads an image;  
and said advertising information input controller receiving an image  
read by said image input device, as at least part of the advertising information.

18. (Withdrawn) A POS system according to Claim 16, further comprising:  
a size input controller that specifies a size of an advertisement  
containing said advertising information;  
and the billing amount calculator being responsive to the size input  
controller to calculate the billing amount based on the specified size.

19. (Withdrawn) A POS system according to Claim 16, comprising a disk drive  
that stores image files and the advertising information input controller receiving  
the image files as advertising information from the disk drive.

20. (Withdrawn) A POS system according to Claim 19, wherein said disk drive  
comprises a floppy disk drive.

21. (Withdrawn) A POS system according to Claim 16, comprising a multi-color  
printer that receives the advertising information from the advertising  
information sending unit and prints the advertising information in at least two  
colors.

22. (Withdrawn) A POS system according to Claim 16, further comprising:  
a check-out information input controller that receives check-out  
information;  
a storing device for storing the advertising information;  
an advertising information retrieving unit that retrieves advertising  
information stored in the storing device;  
a printing data generator that synthesizes the check-out information  
received by the check-out information input controller with the advertising  
information retrieved by the advertising information retrieving unit, and that  
generates printing data to be printed as a receipt; and  
a printing controller that prints the generated printing data according to  
a predetermined format.

23. (Withdrawn) A POS system according to Claim 22, comprising a size input controller that specifies a size of an advertisement containing said advertising information and wherein the printing data generator generates said printing data based on said specified size.

24. (Withdrawn) A POS system according to Claim 22, wherein said check-out information input controller receives customer information;

wherein the filter function is defined such when the halftone pattern is printed, the printed pattern exhibits a density pattern lighter than that of the service image in highlight and upper midtone regions and darker than that of the source image in shadow and lower midtone regions.

and wherein said advertising information retrieving unit selects one advertising information item from a plurality of advertising information items stored in the storing device, based on the customer information received by the check-out information input controller.

25. (Withdrawn) A POS system according to Claim 24, including a customer information input unit that inputs to the check-out information input controller at least one of a customer's age group and gender as the customer information.

26. (Currently amended) A method for billing for advertisements printed on check-out receipts, comprising:

receiving advertising information and target purchasing customer information from an advertising customer;

temporarily storing the advertising information and target purchasing customer information received from the advertising customer; then

calculating a billing amount based on saidthe advertising information received; then

receiving payment from the advertising customer, the payment corresponding to the billing amount, and confirming payment of saidthe billing amount calculated; then

permanently storing saidthe advertising information and target purchasing customer information received if only after payment of saidthe billing amount is confirmed; and

receiving transaction information and payment from a purchasing customer;

receiving characteristics of the purchasing customer; then  
comparing the characteristics of the purchasing customer with the target  
purchasing customer information;

if the characteristics of the purchasing customer match the target  
purchasing customer information, then extracting the permanently stored  
advertising information; then

synthesizing the transaction information with the advertising  
information as printing data; and then

printing the printing data as a check-out receipt for the purchasing  
customer placing said advertising information.

27. (Currently amended) A billing method according to Claim 26, wherein  
~~said~~the receiving advertising information and target purchasing customer  
information from an advertising customer step includes receiving image  
information.

28. (Cancelled)

29. (Currently amended) A billing method according to Claim ~~26~~2826, wherein  
~~said~~ receiving check out information step includes receiving customer  
information;

~~and wherein said retrieving the extracting the permanently stored advertising~~  
information step includes selecting and retrieving one advertising information  
item from a plurality of advertising information items stored in ~~with~~the  
permanently storing step, based on ~~said~~the characteristics of the purchasing  
customer information received in ~~said receiving check out information the~~  
receiving characteristics of the purchasing customer step.

30. (Currently amended) A billing method according to Claim 26, wherein  
~~said~~the receiving advertising information and target purchasing customer  
information from an advertising customer step includes receiving a period for  
running an advertisement.

31. (Currently amended) A billing method according to Claim 26, wherein ~~said~~the receiving advertising information and target purchasing customer information from an advertising customer step includes receiving characteristics of an advertisement recipient~~the target purchasing customer~~, ~~said~~the characteristics including at least one of gender, age, and occupation.

32. (Currently amended) A billing method according to Claim 26, wherein ~~said~~the receiving advertising information and target purchasing customer information from an advertising customer step includes receiving a printing size of an advertisement.

33. (Currently amended) A billing method according to Claim 26, wherein ~~said~~the step of calculating a billing amount includes calculating a billing amount based on advertising information including at least one of a period for running an advertisement, a printing size of an advertisement, and one of an advertisement recipient's~~a target purchasing customer's~~ gender, age, and occupation.

34. (Currently amended) A billing method according to Claim 26, further comprising:

displaying an advertisement in a size that is the same as a printing size of ~~said~~the advertisement.

35. (Currently amended) An information recording medium storing a computer-readable program for directing a computer to perform a method of billing for advertisements printed on check-out receipts, the computer-readable program comprising instructions for:

receiving advertising information and target purchasing customer information from an advertising customer;

temporarily storing the advertising information and target purchasing customer information received from the advertising customer; then

calculating a billing amount based on ~~said~~the advertising information received; then

receiving payment from the advertising customer, the payment corresponding to the billing amount, and confirming payment of ~~said~~the billing amount calculated; then

permanently storing ~~said~~the advertising information and target purchasing customer information received ~~if only after~~ payment of ~~said~~the billing amount is confirmed; and

receiving transaction information and payment from a purchasing customer;

receiving characteristics of the purchasing customer; then

comparing the characteristics of the purchasing customer with the target purchasing customer information;

if the characteristics of the purchasing customer match the target purchasing customer information, then extracting the permanently stored advertising information; then

synthesizing the transaction information with the advertising information as printing data; and then

printing the printing data as a check-out receipt for ~~at~~the purchasing customer placing ~~said~~ advertising information.

36. (Currently amended) An information recording medium according to Claim 35, wherein said receiving advertising information and target purchasing customer information from an advertising customer includes receiving image information as at least part of the advertising information.

37. (Cancelled)

38. (Currently amended) An information recording medium according to Claim 35, wherein ~~said~~the information recording medium comprises a compact disk, floppy disk, hard disk, optical-magnetic disk, digital video disk, magnetic tape, or semiconductor memory.

39. (Withdrawn) A POS system comprising:

an information input terminal;

a server;

and a cash register;

wherein said information input terminal includes:

a display that displays an input menu and a confirmation menu;

an input device that receives advertising information and a confirmation input;

a terminal CPU that transmits said advertising information to said server;

wherein said server includes:

an input terminal side interface that receives said advertising information from said information input terminal, and that transmits an ID to said information input terminal;

a non-volatile storing device that stores said advertising information;

wherein said information input terminal further includes:

a printer that prints said advertising information and a barcode that represents said ID;

wherein said cash register includes:

a barcode reader that reads said barcode that is printed by said printer;

a register CPU that transmits said ID to said server,

wherein said server further includes:

a calculating module that calculates a billing amount;

a server CPU that transmits said billing amount to said cash register;

wherein said cash register further includes:

a display that displays said billing amount;

a billing amount payment confirming module that confirms a payment;

said register CPU being responsive to said billing amount payment confirming module confirming a payment for transmitting to said server that said advertising information is to be registered.

40. (Currently amended) A method for billing for advertisements printed on check-out receipts, comprising:

receiving advertising information ~~from and target purchasing customer information that is input by an advertising customer at an input terminal;~~

transmitting ~~said~~the advertising information and target purchasing customer information to a server;

temporarily storing the advertising information and target purchasing customer information received from the advertising customer;

printing a temporary registration containing an ID;

reading ~~said~~the ID by ~~said~~an input terminal;

confirming ~~said~~the ID in ~~said~~the server;

calculating a billing amount based on the advertising information received; then

displaying ~~said~~the billing amount;

receiving payment from the advertising customer, the payment corresponding to the billing amount, and confirming payment of the billing amount calculated; then

~~registering said advertising information in said server after receiving payment; and~~

permanently storing the advertising information and target purchasing customer information only after receiving payment; and

receiving transaction information and payment from a purchasing customer;

receiving characteristics of the purchasing customer; then

comparing the characteristics of the purchasing customer with the target purchasing customer information;

if the characteristics of the purchasing customer match the target purchasing customer information, then extracting the permanently stored advertising information; then

synthesizing the transaction information with the advertising information as printing data; and then

printing the printing data as a check-out receipt for the purchasing  
customer placing said advertising information.

41. (Withdrawn) An advertising method comprising the steps of:  
receiving customer data;  
transmitting said customer data to a server;  
finding customer target group data in said server corresponding to said  
customer data;  
receiving advertising information from said server; and  
printing a receipt containing said advertising information data.

42. (Withdrawn) A POS system comprising:  
an information terminal that receives advertising information and  
provides a billing amount;  
a server that selects advertising information; and  
a cash register that prints said selected advertising information on a  
receipt.